



...all of this generated **€1.7bn**  
80% from overseas visitors

Characteristics of overseas holidaymakers to Dublin



75% on first visit to Ireland

67% stay in hotels

41% aged 19-34 years

40% travel as a couple

18% visited Dublin's coastal villages, Dalkey and Howth were most popular

✓ 77% found value for money good/very good

✓ 90% rated Dublin's friendliness as very good

✓ 97% rated sense of safety and security as good/very good

Top 3 attractions in Dublin City

Guinness Storehouse

**1.3mn**

Dublin Zoo

**1.1mn**

Book of Kells

**0.7mn**